

Original Article

## FASHION, IDENTITY, AND CONSUMPTION BEHAVIOUR OF SILVER GENERATION WOMEN: INSIGHTS FROM JAIPUR'S EMERGING SILVER ECONOMY

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### ABSTRACT

The silver generation (women aged 50 years and above) represents a rapidly expanding and economically influential consumer segment within the contemporary fashion landscape. Despite increasing purchasing power and evolving lifestyle aspirations, their fashion needs and consumption behaviour remain underexplored. This study examines fashion attitudes, preferences, and buying behaviour among 100 silver-generation women in Jaipur using a structured questionnaire. Descriptive statistics, Spearman's rank correlation, and chi-square goodness-of-fit tests were used to analyse the data. The findings reveal that a majority of respondents can access clothing aligned with their preferences and view fashion as an important aspect of identity. Comfort, functionality, versatility, and quality emerge as dominant purchase determinants, while trend-following behaviour remains moderate. Chi-square tests confirmed that response patterns on all major behavioural items differed significantly from a uniform/random distribution ( $p < 0.01$ ), indicating genuine, non-random preference structures rather than chance variation. The study further indicates a preference for physical retail channels and value-driven spending patterns. Correlation analysis highlights significant relationships between identity, comfort, and quality preferences, demonstrating a rational and need-based consumption approach. The study contributes to the growing discourse on the silver economy and offers implications for inclusive and age-responsive fashion strategies.

**Keywords:** Silver Generation, Fashion Behaviour, Comfort, Identity, Consumption, Silver Economy

### INTRODUCTION

The silver generation, defined as individuals aged 50 years and above, has increasingly emerged as a dynamic and economically influential consumer segment within the contemporary fashion landscape. Driven by rising life expectancy, improved health, and enhanced financial independence, this demographic is actively contributing to the expansion of the silver economy and reshaping patterns of consumption across global and Indian markets. Despite their growing purchasing power and evolving lifestyle aspirations, the fashion needs, preferences, and consumption behaviours of older women remain significantly understated in mainstream research and industry practice, which continues to privilege youth-centric narratives. In the Indian urban context, particularly in Jaipur, silver-generation women demonstrate the desire to engage with fashion as a medium of self-expression, identity construction, and social participation. However, existing fashion offerings often fail to adequately address their requirements for comfort, functionality, aesthetic appeal, and age-responsive design, indicating a critical gap between market supply and consumer expectations. The findings aim to contribute to the growing discourse on age-diverse consumption while offering

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practical implications for the development of design strategies and retail frameworks tailored to the emerging opportunities within the silver economy.

## REVIEW OF LITERATURE

Existing research consistently demonstrates that older consumers remain engaged with fashion but prioritise distinct attributes compared with younger cohorts. Chowdhary (1998) found that older adults express clear clothing preferences shaped by comfort, functionality, and self-esteem, challenging earlier assumptions of declining fashion interest. Similarly, Thomas and Peters (2009) explored the self-concept and lifestyles of women over 65, revealing that apparel consumption continues to serve important identity and social functions even in later life. Recent industry analyses reinforce these findings: the silver generation values individual style and timeless design far more than fleeting trends, while placing high importance on comfort, versatility, and quality Business of Fashion, and McKinsey and Company. (2025). Studies on the silver economy further note that this cohort exhibits greater brand loyalty and willingness to pay full price for durable, functional garments rather than pursuing low-cost, trend-driven items. Collectively, the literature underscores a shift from youth-centric fashion paradigms toward inclusive, needs-based design that accommodates physical changes, lifestyle priorities, and psychological well-being among older adults. The present study builds upon this foundation by providing contemporary primary data from an Indian context, where cultural and economic factors may uniquely shape silver-generation fashion behaviours.

## OBJECTIVES OF THE STUDY

- To examine the role of fashion in self-identity among silver generation women.
- To analyse clothing preferences and purchase determinants such as comfort, quality, and functionality.
- To study consumer behaviour, including spending patterns, brand loyalty, and shopping preferences.

## LIMITATIONS OF THE STUDY

- The study is geographically confined to Jaipur
- The sample size (n = 100), while adequate for exploratory analysis, restricts the ability to detect smaller effects or to perform sub-group comparisons (e.g., by income bracket or age band) with sufficient statistical power.
- Chi-square testing was limited to goodness-of-fit comparisons rather than tests of association between variables.

## METHODOLOGY

**Locale of study:** The locale of the study was Jaipur, Rajasthan.

**Selection of method:** A close-ended questionnaire was prepared, and information was collected from women aged 50 to 65 years.

**Selection of sample:** The convenience sampling technique was used to collect data from 100 women in the 50–65years age category. The sample size of 100 respondents is considered adequate for exploratory behavioural analysis and aligns with similar studies in fashion consumer research.

**Data collection:** Primary data were collected through structured questionnaires; secondary data were drawn from books, journals, and industry/social media reports.

**Analysis of data:** As the data were ordinal in nature (Likert-scale items), non-parametric statistical techniques were employed. Spearman's rank correlation was used to examine relationships between key behavioural variables (identity, comfort, trend-following, spending, and quality). A weighted mean-ranking score was used to rank multiple-response purchase-channel data. To statistically verify that the observed response, a chi-square ( $\chi^2$ ) goodness-of-fit test was additionally applied to each Likert-scale item, comparing the observed frequency distribution across response categories against an expected uniform distribution.

## RESULTS AND DISCUSSIONS

Table 1

| Table 1 Fashionable Clothes According to Choice |                |                   |
|-------------------------------------------------|----------------|-------------------|
| Response Category                               | Percentage (%) | Frequency (n=100) |
| Yes                                             | 80%            | 80                |
| No                                              | 16%            | 16                |

|       |      |     |
|-------|------|-----|
| Maybe | 4%   | 4   |
| Total | 100% | 100 |

A substantial majority (80%) of silver generation women reported being able to purchase fashionable clothing according to their personal choice and taste. Only 4% reported being unable to find suitable fashionable attire, while 16% experienced occasional difficulty. These findings suggest a positive shift in the clothing market's responsiveness to the preferences and needs of the silver generation, highlighting the growing importance of the silver economy and the need for retailers to further enhance inclusive design, sizing, and availability for mature consumers.

**Table 2**

| Table 2 Monthly Income of Family |                |                   |
|----------------------------------|----------------|-------------------|
| Response Category                | Percentage (%) | Frequency (n=100) |
| Up to ₹1,50,000                  | 24%            | 24                |
| ₹1,50,000–₹1,75,000              | 12%            | 12                |
| ₹1,75,000–₹2,00,000              | 16%            | 16                |
| Above ₹2,00,000                  | 48%            | 48                |
| Total                            | 100%           | 100               |

The monthly family income showed that nearly half (48%) of respondents had a family income above ₹2,00,000, followed by 24% earning up to ₹1,50,000, 16% in the ₹1,75,000–₹2,00,000 range, and 12% in the ₹1,50,000–₹1,75,000 bracket. This indicates that a significant majority of the surveyed families belonged to higher income groups, reflecting a relatively affluent sample.

**Table 3**

| Table 3 Monthly Spending on Clothing and Fashion-Related Products |                |                   |
|-------------------------------------------------------------------|----------------|-------------------|
| Monthly spending                                                  | Percentage (%) | Frequency (n=100) |
| ₹1,000–₹5,000                                                     | 48%            | 48                |
| ₹5,000–₹10,000                                                    | 24%            | 24                |
| ₹10,000–₹15,000                                                   | 12%            | 12                |
| ₹15,000–₹20,000                                                   | 2%             | 2                 |
| Above ₹20,000                                                     | 2%             | 2                 |
| Depends on need/requirement                                       | 2%             | 2                 |
| Not necessary to shop monthly                                     | 2%             | 2                 |
| Varies every month                                                | 2%             | 2                 |
| Depends on occasion                                               | 2%             | 2                 |
| ₹5,000–₹10,000 average                                            | 2%             | 2                 |
| Other variable responses                                          | 2%             | 2                 |
| Total                                                             | 100%           | 100               |

The majority (48%) of respondents spend between ₹1,000 and ₹5,000 monthly on clothing and fashion-related items, followed by 24% spending ₹5,000–₹10,000 and 12% spending ₹10,000–₹15,000. The remaining respondents reported higher or variable spending patterns. These findings indicate that while the silver generation is actively engaged in fashion consumption, monthly expenditure remains largely moderate and controlled.

**Table 4**

| Table 4 Fashion is a Significant Part of Identity |                |                   |
|---------------------------------------------------|----------------|-------------------|
| Fashion is a significant part of identity         | Percentage (%) | Frequency (n=100) |
| Strongly Disagree                                 | 2%             | 2                 |
| Disagree                                          | 8%             | 8                 |

|                |             |            |
|----------------|-------------|------------|
| Neutral        | 38%         | 38         |
| Agree          | 42%         | 42         |
| Strongly Agree | 10%         | 10         |
| <b>Total</b>   | <b>100%</b> | <b>100</b> |

Fifty-two percent of respondents (42% Agree, 10% Strongly Agree) considered fashion a significant part of their identity, while 38% remained neutral and 10% disagreed. These results indicate that fashion continues to hold considerable personal importance for a majority of the silver generation, reflecting a strong sense of self-expression through clothing even in later life.

**Table 5**

| <b>Table 5 Always try to Keep Up with Fashion Trends</b> |                       |                          |
|----------------------------------------------------------|-----------------------|--------------------------|
| <b>Always try to keep up with fashion trends</b>         | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                        | 2%                    | 2                        |
| Disagree                                                 | 20%                   | 20                       |
| Neutral                                                  | 40%                   | 40                       |
| Agree                                                    | 32%                   | 32                       |
| Strongly Agree                                           | 6%                    | 6                        |
| <b>Total</b>                                             | <b>100%</b>           | <b>100</b>               |

Only 38% of respondents (32% Agree, 6% Strongly Agree) make active efforts to keep up with the latest fashion trends, while 40% remained neutral and 22% disagreed. These findings suggest that although a notable portion of the silver generation shows interest in contemporary fashion, the majority do not actively follow trends, indicating a preference for comfort and personal style over fast-changing fashion.

**Table 6**

| <b>Table 6 Prefer to Create Own Style Rather Than Follow Fashion Trends</b> |                       |                          |
|-----------------------------------------------------------------------------|-----------------------|--------------------------|
| <b>Prefer to create own style</b>                                           | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                                           | 0%                    | 0                        |
| Disagree                                                                    | 0%                    | 0                        |
| Neutral                                                                     | 24%                   | 24                       |
| Agree                                                                       | 62%                   | 62                       |
| Strongly Agree                                                              | 14%                   | 14                       |
| <b>Total</b>                                                                | <b>100%</b>           | <b>100</b>               |

The data revealed that a majority (76%) of silver generation women preferred creating their own personal style rather than following prevailing fashion trends, comprising 62% who agreed and 14% who strongly agreed, while 24% remained neutral and none disagreed. These findings suggest that older adults in the silver generation predominantly value independent and individualised style over adherence to contemporary fashion trends.

**Table 7**

| <b>Table 7 Willing to Sacrifice Comfort and Functionality for Style</b> |                       |                          |
|-------------------------------------------------------------------------|-----------------------|--------------------------|
| <b>Sacrifice comfort and functionality for style</b>                    | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                                       | 22%                   | 22                       |
| Disagree                                                                | 46%                   | 46                       |
| Neutral                                                                 | 12%                   | 12                       |
| Agree                                                                   | 16%                   | 16                       |
| Strongly Agree                                                          | 4%                    | 4                        |
| <b>Total</b>                                                            | <b>100%</b>           | <b>100</b>               |

A strong majority (68%) of silver generation women are unwilling to sacrifice comfort and functionality for style, with 46% disagreeing and 22% strongly disagreeing. Only 20% (16% Agree, 4% Strongly Agree) expressed willingness to prioritise style over comfort, while 12% remained neutral. These results confirm that comfort and functionality remain dominant preferences among older adults, outweighing the pursuit of style.

**Table 8**

| <b>Table 8 I Look for Functionality Over Style</b> |                       |                          |
|----------------------------------------------------|-----------------------|--------------------------|
| <b>Functionality over style</b>                    | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                  | 0%                    | 0                        |
| Disagree                                           | 12%                   | 12                       |
| Neutral                                            | 26%                   | 26                       |
| Agree                                              | 46%                   | 46                       |
| Strongly Agree                                     | 16%                   | 16                       |
| <b>Total</b>                                       | <b>100%</b>           | <b>100</b>               |

A majority (62%) of silver generation women prioritise functionality over style in their clothing choices, with 46% agreeing and 16% strongly agreeing. A further 26% remained neutral, while only 12% disagreed. These findings underscore that the silver generation places greater emphasis on practical and functional aspects of clothing rather than purely aesthetic style.

**Table 9**

| <b>Table 9 I Tend to Pay Full Price for My Clothes</b> |                       |                          |
|--------------------------------------------------------|-----------------------|--------------------------|
| <b>Pay full price for my clothes</b>                   | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                      | 0%                    | 0                        |
| Disagree                                               | 16%                   | 16                       |
| Neutral                                                | 38%                   | 38                       |
| Agree                                                  | 42%                   | 42                       |
| Strongly Agree                                         | 4%                    | 4                        |
| <b>Total</b>                                           | <b>100%</b>           | <b>100</b>               |

Forty-six percent of respondents (42% Agree, 4% Strongly Agree) tend to pay full price for their clothes, while 38% remained neutral and 16% disagreed; no respondent strongly disagreed. These findings suggest that a significant proportion of the silver generation has lower price sensitivity and a preference for quality over discounted purchases.

**Table 10**

| <b>Table 10 It is Important that the Wardrobe Be Versatile</b> |                       |                          |
|----------------------------------------------------------------|-----------------------|--------------------------|
| <b>Wardrobe to be versatile</b>                                | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                              | 0%                    | 0                        |
| Disagree                                                       | 6%                    | 6                        |
| Neutral                                                        | 16%                   | 16                       |
| Agree                                                          | 68%                   | 68                       |
| Strongly Agree                                                 | 10%                   | 10                       |
| <b>Total</b>                                                   | <b>100%</b>           | <b>100</b>               |

A large majority (78%) of women considered a versatile wardrobe important, with 68% agreeing and 10% strongly agreeing. Only 6% disagreed, while 16% remained neutral. These findings indicate that versatility is highly valued by silver generation women, reflecting a practical preference for multi-purpose garments offering flexibility and long-term utility.

**Table 11**

| <b>Table 11 I Have Favourite Brands that I Tend to Buy Every Year</b> |                       |                          |
|-----------------------------------------------------------------------|-----------------------|--------------------------|
| <b>Favourite brands that I tend to buy</b>                            | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                                     | 2%                    | 2                        |
| Disagree                                                              | 26%                   | 26                       |
| Neutral                                                               | 20%                   | 20                       |
| Agree                                                                 | 48%                   | 48                       |
| Strongly Agree                                                        | 4%                    | 4                        |
| <b>Total</b>                                                          | <b>100%</b>           | <b>100</b>               |

A majority (52%) of silver generation women have favourite clothing brands they tend to purchase every year, with 48% agreeing and 4% strongly agreeing. Meanwhile, 26% disagreed and 20% remained neutral. These results suggest that brand loyalty exists among a significant portion of the silver generation, who prefer trusted, familiar brands over experimenting with new ones.

**Table 12**

| <b>Table 12 I Go Out of My Way to Find Best Value for Money</b> |                       |                          |
|-----------------------------------------------------------------|-----------------------|--------------------------|
| <b>Best value for money</b>                                     | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                               | 0%                    | 0                        |
| Disagree                                                        | 10%                   | 10                       |
| Neutral                                                         | 32%                   | 32                       |
| Agree                                                           | 46%                   | 46                       |
| Strongly Agree                                                  | 12%                   | 12                       |
| <b>Total</b>                                                    | <b>100%</b>           | <b>100</b>               |

Fifty eight percent of respondents (46% Agree, 12% Strongly Agree) make extra effort to find the best value for money when purchasing clothes, while 32% remained neutral and 10% disagreed. These findings indicate moderate-to-high price consciousness and a practical approach to clothing expenditure, prioritising value without being strictly bargain-driven.

**Table 13**

| <b>Table 13 I Prefer to Invest in High-Quality Fashion Rather Than Multiple Low-Cost Items</b> |                       |                          |
|------------------------------------------------------------------------------------------------|-----------------------|--------------------------|
| <b>Invest in high-quality fashion</b>                                                          | <b>Percentage (%)</b> | <b>Frequency (n=100)</b> |
| Strongly Disagree                                                                              | 0%                    | 0                        |
| Disagree                                                                                       | 18%                   | 18                       |
| Neutral                                                                                        | 18%                   | 18                       |
| Agree                                                                                          | 54%                   | 54                       |
| Strongly Agree                                                                                 | 10%                   | 10                       |
| <b>Total</b>                                                                                   | <b>100%</b>           | <b>100</b>               |

A majority (64%) of silver generation women preferred investing in high-quality fashion items rather than purchasing multiple low-cost items, with 54% agreeing and 10% strongly agreeing. Eighteen percent remained neutral and another 18% disagreed. These findings suggest that the silver generation favours quality and durability over quantity and low prices, reflecting a value-driven, long-term approach to fashion consumption.

**Table 14**

| <b>Table 14 Correlation Analysis of Behavioural Variables (Spearman's rho)</b> |                 |                |              |                 |                |
|--------------------------------------------------------------------------------|-----------------|----------------|--------------|-----------------|----------------|
| <b>Variables</b>                                                               | <b>Identity</b> | <b>Comfort</b> | <b>Trend</b> | <b>Spending</b> | <b>Quality</b> |
| <b>Identity</b>                                                                | 1               | -0.26**        | 0.28**       | 0.42**          | 0.38**         |

|                 |         |         |         |        |        |
|-----------------|---------|---------|---------|--------|--------|
| <b>Comfort</b>  | -0.26** | 1       | -0.55** | -0.24* | 0.36** |
| <b>Trend</b>    | 0.28**  | -0.55** | 1       | 0.32** | -0.14  |
| <b>Spending</b> | 0.42**  | -0.24*  | 0.32**  | 1      | 0.58** |
| <b>Quality</b>  | 0.38**  | 0.36**  | -0.14   | 0.58** | 1      |

Significance (Two-Tailed, n = 100; Critical Values:  $|r_s| \geq 0.197$  for  $p < 0.05$ ,  $|r_s| \geq 0.257$  for  $p < 0.01$ ): \* $p < 0.05$ ; \*\* $p < 0.01$ .

A Spearman's correlation analysis revealed significant relationships among key behavioural variables. Fashion identity exhibited a significant positive correlation with spending behaviour ( $r_s = 0.42$ ,  $p < 0.01$ ) and a significant negative correlation with comfort orientation ( $r_s = -0.26$ ,  $p < 0.01$ ), indicating that respondents who associate fashion with self-expression tend to spend more and prioritise comfort somewhat less. Comfort showed a strong significant negative relationship with trend-following behaviour ( $r_s = -0.55$ ,  $p < 0.01$ ), suggesting that individuals prioritising comfort are markedly less inclined to follow fashion trends. Quality preference demonstrated a strong positive correlation with spending behaviour ( $r_s = 0.58$ ,  $p < 0.01$ ), reflecting a value-driven consumption pattern, while a positive association between comfort and quality ( $r_s = 0.36$ ,  $p < 0.01$ ) indicates that comfort is perceived as an essential component of quality among the silver generation. Overall, the findings confirm that fashion consumption among silver generation women is guided by comfort, quality, and identity, rather than trend-driven behaviour.

**Table 15**

| Table 15 Chi-Square Goodness-of-Fit Test                    |     |    |          |         |           |
|-------------------------------------------------------------|-----|----|----------|---------|-----------|
| Behavioural Item                                            | n   | df | $\chi^2$ | p-value | Result    |
| Access to fashionable clothing <a href="#">Table 1</a>      | 100 | 2  | 100.16   | < .001  | $p < .01$ |
| Monthly family income <a href="#">Table 2</a>               | 100 | 3  | 31.2     | < .001  | $p < .01$ |
| Fashion as part of identity <a href="#">Table 4</a>         | 100 | 4  | 68.8     | < .001  | $p < .01$ |
| Keeping up with fashion trends <a href="#">Table 5</a>      | 100 | 4  | 53.2     | < .001  | $p < .01$ |
| Preference for own style <a href="#">Table 6</a>            | 100 | 4  | 130.8    | < .001  | $p < .01$ |
| Unwillingness to sacrifice comfort <a href="#">Table 7</a>  | 100 | 4  | 50.8     | < .001  | $p < .01$ |
| Functionality over style <a href="#">Table 8</a>            | 100 | 4  | 59.6     | < .001  | $p < .01$ |
| Paying full price <a href="#">Table 9</a>                   | 100 | 4  | 74       | < .001  | $p < .01$ |
| Importance of a versatile wardrobe <a href="#">Table 10</a> | 100 | 4  | 150.8    | < .001  | $p < .01$ |
| Brand loyalty <a href="#">Table 11</a>                      | 100 | 4  | 70       | < .001  | $p < .01$ |
| Value-for-money orientation <a href="#">Table 12</a>        | 100 | 4  | 69.2     | < .001  | $p < .01$ |
| Quality over quantity preference <a href="#">Table 13</a>   | 100 | 4  | 83.2     | < .001  | $p < .01$ |

Critical  $\chi^2$  values: df = 2, 5.99 ( $p < .05$ )/9.21 ( $p < .01$ ); df = 3, 7.81/11.34; df = 4, 9.49/13.28. The monthly-spending item [Table 16](#) was excluded from this test as several of its eleven response categories were open-ended/overlapping and not mutually exclusive in a way suited to a goodness-of-fit comparison.

A chi-square ( $\chi^2$ ) goodness-of-fit test revealed that responses were significant in specific categories rather than randomly distributed ( $p < .01$ ). All behavioural items exceeded the critical chi-square values, confirming strong and meaningful preference patterns among silver-generation women. Notably, high agreement regarding wardrobe versatility ( $\chi^2 = 150.80$ ) and preference for personal style ( $\chi^2 = 130.80$ ) indicates a clear and statistically significant consensus within the sample.

**Table 16**

| Table 16 Mean Ranking of Purchase Channels |           |            |      |
|--------------------------------------------|-----------|------------|------|
| Purchase Channel                           | Frequency | Mean Score | Rank |
| Multi-brand physical store                 | 58        | 0.58       | 1    |
| Brands' physical store                     | 46        | 0.46       | 2    |
| Multi-brand e-commerce                     | 34        | 0.34       | 3    |
| Brands' online store                       | 28        | 0.28       | 4    |
| Social media                               | 20        | 0.2        | 5    |
| Department store                           | 14        | 0.14       | 6    |

|                            |   |      |   |
|----------------------------|---|------|---|
| Resale/second-hand website | 2 | 0.02 | 7 |
| Omni-channel               | 2 | 0.02 | 8 |

The mean ranking analysis reinforces the dominance of offline retail channels in fashion purchasing behaviour. Multi-brand physical stores achieved the highest mean score ( $M = 0.58$ ), followed by brands' physical stores ( $M = 0.46$ ), indicating a strong inclination toward in-store shopping experience. Among digital channels, multi-brand e-commerce platforms ( $M = 0.34$ ) and brands' online stores ( $M = 0.28$ ) show moderate engagement. Social media ( $M = 0.20$ ) shows emerging influence, while resale platforms and omni-channel approaches ( $M = 0.02$  each) remain minimally utilised. Overall, the ranking highlights a clear hierarchy in channel preference, with experiential, trust-driven physical formats outperforming digital alternatives.

## ETHICAL CONSIDERATIONS

Participation was voluntary, informed consent was obtained from all respondents, anonymity was maintained, and data were used solely for academic purposes.

## RECOMMENDATIONS

- Fashion brands should introduce age-inclusive collections that balance style, comfort, and functionality.
- Designers should focus on adaptable garments that accommodate changing body shapes and lifestyle requirements.
- Retailers should strengthen physical store experiences, as mature consumers continue to prefer in-person shopping.
- Marketing communication should portray older women as active, confident, and fashion-conscious consumers.
- Manufacturers should prioritise high-quality fabrics, easy-care materials, and comfortable garment construction techniques.

## CONCLUSION

This study affirms that the silver generation is an engaged, discerning, and style-conscious consumer group that actively participates in fashion consumption while maintaining distinct priorities. Respondents largely report satisfactory access to preferred clothing and view fashion as integral to personal identity. However, they overwhelmingly favour comfort, functionality, versatility, and quality over trend-following or quantity-driven purchases, and they continue to prefer physical retail environments. Chi-square goodness-of-fit tests confirm that these preference patterns are statistically robust and not attributable to chance. These patterns align with global literature yet highlight specific opportunities for Indian and international fashion brands: the development of age-inclusive sizing, comfortable yet stylish fabrics, versatile wardrobe solutions, and hybrid retail experiences that respect the silver generation's preference for tactile shopping. By addressing these needs, the industry can unlock the substantial potential of the silver economy while promoting greater dignity, self-expression, and inclusion for older adults.

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